

# SO WHAT'S WEB MARKETING ANYWAYS?

Brian Dennis  
Small Business Pioneers, Inc.  
[smallbusinesspioneers.com](http://smallbusinesspioneers.com)

# ABOUT ME

- Small business entrepreneur at heart based in a suburb east of Seattle with experience in the web developer arena after a fun roller coaster ride at Microsoft in different internet technologies groups.

# TODAY'S ROADMAP

- Marketing evolution
- Web marketing at 50,000 ft
- Web marketing at 5,000 ft
- Web marketing at 500 ft
- Q&A

# WEBOLUTION

- Stone tablets replaced by printing press...
- Printing press replaced by television and radio...
- TV and radio replaced by the Internet ("web")...
- Internet replaced by.... ?
- The technology of communication is constantly changing
- The change is disruptive, and complex, and versatile, and empowering

# MARKETSCAPE

- Marketing historically pushed to consumers broadly and scheduled
- Marketing tilted in favor of the producer in the past
- Nowadays the markets tilted towards the consum(er)
- The market can be local and national international global
- Consumption is skipped, recorded, consumed 24 x 7 on-demand
- Marketing more easily blurs in to fact yet totally contrived

# MARKETSCAPE REDUX

- Economic factors support the small scale producer
- Return / reach on investment is simply amazing
- The speed is stunning - rapid, viral; ingenious

# THE \$17+ BILLION "WHY"

- Fastest form of marketing
- Sophisticated targeting and measurement
- Broad or granular
- Galaxy of connected devices is exploding exponentially

# THE 50,000 FOOT VIEW

- Inbound marketing
- Outbound marketing

# INBOUND

- Getting found
- Publish into markets
- Permission marketing
- Informative + need = reputation
- Reputation/trust marketing
- Quintessentially physiological

# OUTBOUND

- Getting noticed
- Search results / SEM / SEO
- Pay to play, sponsorship
- Email and newsletters, spam
- Teleconference and webinars
- Banner advertisements
- Link / affiliate exchange

# REPUTATION MARKETING

- Social networking
- Inbound through associations or network
- Based on credibility and/or network
- Fastest area of web marketing efforts

# SOME NETWORKING BIG FISH

- facebook
- myspace
- twitter
- LinkedIn
- Angie's List
- Yelp
- Amazon

# THE 10,000 FOOT VIEW

- facebook, myspace and twitter are Kleenex
- Electronic "channels", "stations" or "walls"
- Fluid subscribers / target demographic in constant flux
- Instant broadcast your message, pitch, thought to 1k, 2k, 10k, 50k
- Different norms, tolerance across the websites for commercials
- Open exchange of information is double-edged; public rants, etc.

# POWER REPUTATION NETWORKING

- Piggy back trust opens back doors, closed to traditional marketing
- Knocks down the noise; more intimate marketing channel
- Grassroots; network-of-friends-to-friends can spread fast
- Technology spreads recommendations at the speed of light
- Pinpoint demographic and timing capabilities

# POWER OF REPUTATION NETWORKING - REDUX

- Poor economic conditions bolster reputation marketing's influence
- Unquestionably the #1 important point in Internet marketing now
- ROI can be highest of any marketing technique discussed today

# GUERRILLA STYLE

- Publishing into markets; blogs, forum posts, reviews
- The key is injection into the information flow gently
- Search out the influencers and early adopters
- Key on value of information; avoid hit-and-run tactics
- Acknowledge the conflict in giving away the best for free
- Avoid the dipping in the cookie jar of reprint/repost

# OUTBOUND IN STYLE

- Directed outward, typically through pay
- Buy into the stream essentially
- Search results / SEM / SEO
- Email, newsletters, podcasts, webinars
- Paid advertisements (banners, video, text ads)
- The traditional avenue of web marketing

# OUTBOUND AND PUMPED

- You control 100% message and timing
- Spread the message global or pinpoint
- Laser measure/analysis ability

# ZINGERS

- No control of consumption
- Crowded bandwidth
- Information overload
- Rules; (CAN SPAM Act)
- Devil in the details and consistency

# THE ORACLE OF OUTBOUND

- How do I get topmost in search engines?
- Sticker shock - how much for #1?
- SEO/SEM and web design
- The 'Net is everywhere / on everything

# THE DARK SIDE OF OUTBOUND

- Privacy concerns
- Identity theft, hacks, phishing
- Oops, I'm a spammer, spamdexing

# BIG G'S SECRET SAUCE

- Sorry, it's a well kept secret!
- Content, quality, popularity too
- Interconnect + trust = Internet
- Show big G the love
- Traffic

# NUTS AND BOLTS

- Push model
- Think "one to millions"
- Think "one to one" too
- Message consumed 24 x 7
- Package for flexibility

# MILKSHAKE

- Embrace the mix, mash, remix
- Acquiesce a bit of ownership
- Multi media messaging

# SCREWDRIVERS

- Website
- Meta tags
- Email newsletters
- Publish through blogs, reviews, articles
- Press releases
- FREE directory listings
- Mass “blast” email

# WRENCHES

- Syndication feeds
- Podcasts
- SEO / SEM
- Google's AdXXXXX
- Banners
- Link exchange
- Affiliate links
- Text messaging
- Meetup and networking events

# HAMMERS

- Webinars
- Forums and boards
- Video on demand
- Social networking
- Community contribution
- Assimilate and extend
- Full entertainment channel

# COOKIES AND MILK

- Laser precise measurement
- Suggestive up-selling
- Heat maps and cookies
- Referral sources
- Inventory management
- Enterprise level business intelligence

# MULTI MEDIA

- 200 word article ....
- 5 minute audio podcast for ipod
- Script for video, photo slide show
- Water marked, tagged
- Key words, tagging, ADD
- On the ipod, blackberry, desktop, e-book, kindle
- Package for redistribution, repackaging
- The consumer is different across media types

# I'M IN TIBET

- Low travel hassle
- Webinars offer AV/shared screen features
- WiFi + Netbook = mobile information prosumer
- Live or pre-recorded
- Interactive exchange
- Reach next door, or half-a-world away

# “I” IS A “TEAM”

- Internet marketing can consume 200% of your time
- Freelancers and independent (virtual) workforce
- Fresh, compelling content is key
- Feed the beast

# TALK LIKE A GEEK

**Ad word** Affiliate marketing **Blog** Click-thru  
CPM **Cookies** Facebook Forum **Myspace**  
**Pod cast** Search engine Search engine  
optimization **SEO** Texting Tweet Twitter  
Video conferencing Viral marketing Virtual  
**salesperson** YouTube

# ROCKS AND GRAVEL

- Offline is part of online marketing
- Partner up
- Postcards, notes
- Presentations and talks
- Associations and gatherings
- Networking "who-do-you know" marketing

# MORE ROCKS AND GRAVEL

- Research and know your target market
- Price points, margins, key competitors
- Breathe the answer to "why you?"

# SAND AND PEBBLES

- Contact card
- Elevator pitch
- Talks, lectures
- Referrals and introductions
- Exit interviews
- Word of mouth
- First hand research on needs, ideas
- Formal networking organizations

# PITFALLS AND TRAPS

- Flash over substance
- Stale or low quality content
- Rehashing or republishing
- Content management
- Mixed mode messaging
- Noise or spastic
- Wordy, informal

# MY TWO CENTS

- GMail, Yahoo email addresses don't show established
- Daddy and cheap domain registration make money sharing info with marketers
- A single page "business card" web site gets you up on the Internet
- Web sites are fluid unlike a printed catalog or booklets
- EVERY business today needs to be on the Internet  
You are marketing yourself every time in public, only the product (YOU) is different

# QUESTIONS & COMMENTS

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# BONUS MATERIAL

Audio tools =

Video tools =

Webinar tools =

Photo tools =

Broadcasting platforms =

Links